

WHAT IS CLAIMED IS:

1. In a communication network-based system, a method for
administering an on-line fund-raising event comprising:

5 maintaining a Web site accessible by network users;
hosting an on-line fund-raising auction of goods or services in the name of a
fund-raising entity, the goods or services not owned or provided by
the fund-raising entity;
auctioning the goods or services to users visiting the Web Site;
10 receiving payment from a user successfully bidding on a good or service for
auction; and
allocating a portion of the payment to the fund-raising entity.

2. The method according to claim 1, wherein the goods or services to be
15 auctioned are artwork, memorabilia, or collectibles.

3. The method according to claim 1, further comprising providing a
rebate to the fund-raising entity proportional to a total amount of revenue generated during a
fund-raising event.

20 4. The method according to claim 3, wherein the rebate is applicable to
a cost of future fund-raising events.

5. The method according to claim 1, further comprising providing a
rebate to a network user who has purchased one or more auction items, the rebate applicable
25 to future purchases at the Web site.

6. The method according to claim 1, wherein the goods or services are
provided by an entity maintaining the Web site.

30 7. The method according to claim 1, wherein the communications
network is the Internet.

35 8. The method according to claim 1, further comprising offering for sale
at a fixed price items complementary or similar to the goods or services auctioned.

9. The method according to claim 1, wherein the fund-raising entity is a charity.

10. A communication network-based system for administering an on-line fund-raising event comprising:

5 a server computer for maintaining a Web site accessible by network users, the server computer including

10 a database for storing information related to fund-raising entities and items for auction;

15 a communications link for receiving bids from users for auction items; and

a processor running software for displaying information about auction items, processing bids from network users, and determining winning bidders

20 wherein the Web site is configured to host an auction of goods or services in the name of a fund-raising entity, the goods or services not owned or provided by the fund-raising entity, the server computer receives payment from a user successfully bidding on a good or service for auction, and the processor allocates a portion of the payment to the fund-raising entity.

25 11. The system of claim 10, wherein the goods or services to be auctioned are artwork, memorabilia, or collectibles.

12. The system of claim 10, wherein the communications network is the Internet.

30 13. The system of claim 10, wherein the goods or services are provided by an entity maintaining the Web site.

14. The system of claim 10, wherein the fund-raising entity is a charity.

35 15. In a communication network-based system, a software program implemented on a host computer for administering an on-line fund-raising event, the software program configuring the host computer to:

maintain a Web site accessible by network users;

host a fund-raising auction of goods or services in the name of a fund-raising entity, the goods or services for auction not owned or provided by the fund-raising entity;

5 receive payment from a user successfully bidding on a good or service for auction; and

allocate a portion of the payment to the fund-raising entity.

16. The software program of claim 15, further configuring the host computer to: provide a rebate to the fund-raising entity proportional to a total amount of
10 revenue generated during a fund-raising event.

17. The software program of claim 16, wherein the rebate is applicable to a cost of future fund-raising events.

15 18. The software program of claim 15, wherein the goods or services are provided by an entity maintaining the Web site.

19. The software program of claim 15, wherein the fund-raising entity is a charity.

20 20. In a communication network-based system, a method for administering an on-line fund-raising event for a charitable organization comprising:

contracting between a charitable organization and a host to organize a fund-raising event;

25 maintaining a Web site by the host, the Web site accessible by network users;

hosting a fund-raising auction of goods or services for the benefit of the charity;

receiving payment from a user successfully bidding on a good or service for
30 auction; and

allocating a portion of the payment to the charitable entity.

21. The method according to claim 20, further comprising providing goods or services owned by the host for auction.

22. The method according to claim 21, further comprising providing a rebate to the charitable entity proportional to a total amount of revenue generated during a fund-raising event.

5 23. The method according to claim 22, wherein the rebate is applicable to
a cost of future fund-raising events.

24. The method according to claim 23, further comprising providing a
rebate to a network user who has purchased one or more auction items, the rebate applicable
10 to future purchases at the Web site.

25. The method according to claim 20, wherein the communications network is the Internet.